

Telling your district's story during a financial crisis

A Drive-In Conference co-sponsored by
Michigan School Public Relations Association (MSPRA)
SOS Michigan: Save our Students, Schools, State

March 17, 2010

Lansing's Southside Community Center Auditorium
5815 Wise Road, Lansing, MI 48910

AGENDA

- 9 to 9:05 a.m. Welcome from MSPRA and introduction of speakers--Danelle Gittus, Oakland Schools
- 9:05 to 9:35 a.m. PowerPoint on Survey Data – Bernie Porn
- The program will begin with a 30 minute (PowerPoint) presentation from **Bernie Porn** of EPIC –MRA. Bernie will discuss:
- What the statistics say about the state of public schools in Michigan
 - What individual school surveys are saying
 - What general public school surveys are saying
- 9:35 to 9:50 a.m. Questions on the Data – All
- 9:50 to 10:05 a.m. **Tom White**, SOS Michigan
- 10:05 to 10:20 a.m. **Doug Pratt**, Michigan Education Association
- 10:20 to 10:35 a.m. **Sue Zurvalac**, Farmington Public Schools
- 10:35 to 10:45 Break
- 10:45 to 11:15 Group Discussion--to develop messaging options for three distinct types of schools:
- Districts in deficit
 - Districts on the edge of deficit
 - Districts a year or two away from deficit
- 11:15 to End Test Group messages with the panel*

* All participants will receive a copy the messages and talking points developed during the event.